

LETTER OF AUTHORIZATION (SIGN VARIANCE APPLICATION)

December 31, 2025

City of McKinney
Development Services Department – Planning Division
221 N. Tennessee Street
McKinney, TX 75069

Re: Letter of Authorization – Sign Variance Application – 2414 W. University Drive, McKinney, TX

To Whom It May Concern:

380 Marketplace LLC (“Owner”), as the owner and landlord of the commercial retail property located at 2414 W. University Drive, McKinney, Texas (the “Property”), hereby authorizes Walls Family TX Inc. d/b/a Uptown Cheapskate (“Tenant”) and its representatives, contractors, consultants, and signage vendors to submit an application to the City of McKinney for a sign variance related to Tenant’s building signage for its leased premises at the Property.

Uptown Cheapskate, a brand with over 130 locations, will occupy a 5,295 square foot suite (#115) in the Shopping Center. The Tenant’s premises is positioned in the “elbow” portion of the shopping center, a configuration that inherently results in a storefront frontage that is more limited than traditional rectangular tenant bays.

Under the City’s current sign code, building signage area is limited to 1.5 times the storefront width. The Tenant’s storefront is approximately twenty-four feet (24’) wide, which limits the permitted sign area to approximately thirty-six (36) square feet. Due to the configuration/location of the Tenant’s suite, strict application of this limitation results in a disproportionate restriction on the maximum size of the Tenant’s signage relative to the size of their business and premises.

Additionally, the Property is currently undergoing a façade renovation that enhanced and expanded the designated signage façade area for this portion of the building. The available signage field above the premises is approximately twelve feet (12’) tall. A 36 SF sign within this signage field leaves an unusually large blank area, producing a visual imbalance and a façade condition that is not consistent with the design intent of the renovation. A larger sign (e.g. 65 SF) will still occupy a smaller percentage of the signage area relative to most retail tenants’ signs in nearby shopping centers.

Due to the unique site constraints at this suite, strict application of the storefront-width-based calculation creates a practical hardship and disproportionate impact resulting in an unusually small sign presentation at this particular storefront. The requested variance would allow for a sign that remains reasonable in scale, is more balanced and proportional to the available façade area, maintains consistency with the renovated façade design, improves tenant identification for consumers, and enables the Tenant to maintain consistent brand presentation in a clean and aesthetically cohesive manner.

Owner supports Tenant’s request for the variance and acknowledges that the proposed signage, if approved, will be installed in a professional manner consistent with the Property’s signage criteria, center design guidelines, and general aesthetic standards.

See enclosed Exhibits for reference.

Please contact the undersigned if you require further documentation or confirmation of this authorization.

Sincerely,



Stewart Korte
Authorized Agent of 380 Marketplace LLC
(210) 827-2827
skorte@precisioninvestments.com

Note: No other suites will have signage in this area so there is no concern for encroaching on other tenants' signage area or signs being squeezed together



